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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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BEST AUGUST EVER

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped more than 3.1 million units in August -- the largest August shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

August's record shipment represents little change -- a 2.4% increase -- from the outstanding, 3-million-unit shipment a year ago. While the shipment increase was not as dramatic as in previous months, it parallels other economic indicators which point toward a more moderate growth rate for the entire economy.

"August's exceptionally high shipment is extremely encouraging to an industry working toward a new annual record," comments AHAM President Robert Holding. Traditionally, appliance shipment levels slow somewhat in August.

Total year-to-date shipments surpassed 26.6 million units and are 7.5% higher (1.8 million units greater) than total shipments for the same period in 1973, the industry's record year.

Over 715,000 microwave ovens and 330,000 food disposers were shipped in August, making it the best August ever for these appliances. Shipment increases were 33.2% and 14.3% respectively.

Dehumidifiers (38,300 units) and compactors (15,100 units) also

(MORE)

made significant gains -- up 118.9% and 25.8% respectively.

The industry expects total shipments to remain high for the rest of the year, but rates of growth to narrow as future shipments are compared to last year's strong levels.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
August, 1984

	August 1984	August 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,142.4	3,069.1*	+ 2.4%	26,635.0	21,186.8*	+25.7%
ROOM AIR CONDITIONERS	47.1	107.7	-56.3	2,862.5	1,761.3	+61.5
DEHUMIDIFIERS	38.3	17.5*	+118.9	566.9	418.3*	+35.5
DISHWASHERS - TOTAL	299.7	340.0	-11.9	2,237.3	1,944.4	+15.1
Built-In	279.3	319.5	-12.6	2,081.6	1,784.7	+16.6
Portable	20.4	20.5	- 0.5	155.7	159.7	- 2.5
DISPOSERS	330.7	289.2*	+14.3	2,678.0	2,278.8*	+17.5
COMPACTORS	15.1	12.0*	+25.8	117.2	95.7*	+22.5
REFRIGERATION - TOTAL	710.1	721.5*	- 1.6	5,184.3	4,597.1*	+12.8
Refrigerators	577.0	596.2*	- 3.2	4,246.5	3,624.9*	+17.1
Freezers - Total	133.1	134.3*	- 0.9	937.8	972.3*	- 3.5
Upright	64.0	65.9*	- 2.9	447.3	446.1*	+ 0.3
Chest	69.1	68.4*	+ 1.0	490.5	526.2*	- 6.8
ELECTRIC RANGES - TOTAL	251.5	269.0*	- 6.5	2,041.5	1,772.0*	+15.2
Free Standing	203.8	214.2*	- 4.9	1,645.7	1,411.3*	+16.6
Built-In	47.7	54.9*	-13.1	395.8	360.7*	+ 9.7
MICROWAVE OVENS/RANGES***	715.8	537.2*	+33.2	5,292.8	3,252.9*	+62.7
HOME LAUNDRY - TOTAL	752.7	786.6	- 4.3	5,803.6	5,195.7	+11.7
Washers - Total	444.6	469.6	- 5.3	3,415.6	3,096.3	+10.3
Automatic	444.6	461.9	- 3.7	3,415.6	3,049.6	+12.0
Wringer & Other	#	7.8	#	#	46.7	#
Dryers - Total	308.1	317.0	- 2.8	2,388.0	2,099.4	+13.7
Electric	247.3	254.9	- 3.0	1,907.7	1,675.0	+13.9
Gas	60.8	62.1	- 2.1	480.3	424.4	+13.2

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued